AF/3625

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

In re application of:	Examiner: GARG, YOGESH C
BAUM	Art Unit: 3625
Application No.: 10/038,004	
Filed: 1/2/2002	**APPELLANT'S BRIEF UNDER**
For: DISTRIBUTING IMAGES TO MULTIPLE RECIPIENTS	**37 C.F.R. §1.192**

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Sirs:

Appellant offers this Appeal Brief in furtherance of the Notice of Appeal filed on May 1, 2003 in the above-referenced patent application. This Appeal Brief is submitted in triplicate as required by 37 C.F.R. § 1.192(a). Please deduct the requisite fee, pursuant to 37 C.F.R. § 1.17(c), of $160 from deposit account 501861, and deduct any additional fees or credit any excess fees associated with the Appeal Brief to such deposit account. Appendix A, attached hereto, contains a copy of all claims pending in this case.

REAL PARTY IN INTEREST

All right, title, and interest in the subject invention and application are assigned to Shutterfly, Inc., having offices at 2800 Bridge Parkway, Suite 101, Redwood City, CA 94065. Therefore, Shutterfly, Inc. is the real party interest.

RELATED APPEALS AND INTERFERENCES

No other appeals or interferences are known which will directly affect, or be directly affected by, or have a bearing on the Board's decision in the pending appeal.

STATUS OF THE CLAIMS

Claims 1-20 were originally presented in the application. Claim 21 was added in an amendment. Claims 1-21 have been rejected and are the subject of this appeal. No other claims are pending.

STATUS OF AMENDMENTS

A Final Office Action was mailed on December 19, 2002. No amendment has been filed in response to the Final Office Action. A copy of all the pending claims is provided in Appendix A, attached hereto.

SUMMARY OF THE INVENTION

The present invention is related generally to distributing images, for example, digital and/or physical copies of images, to multiple recipients.

In accordance one aspect of the invention, one way to place an order is by having the user view previously uploaded images online, for example, with a browser and selectively designate which images should be printed. The user also will specify one or more recipients to whom prints should be distributed and, further, print parameters for each of the individual recipients, for example, not only parameters such as the size, number of copies and print finish, but potentially also custom messages to be printed on the back or front of a print. Application, page 19, lines 3-10 After the prints, recipients and respective parameters have been specified, the user's order is fulfilled by making prints of the designated images and distributing them to the specified recipients (step 406). Application, page 19, lines 15-18.

Fig. 5 shows an exemplary graphical user interface (GUI) based environment that employs iconographic aliases (graphical representations of distribution groups) and graphical input techniques to enable a user to designate intended recipients of digital images and/or prints of the digital images. In the example shown in Fig. 5, the user, Jane Smith, has accessed her most recently uploaded images by entering into the browser's Address field 520 a uniform resource locator (URL) address 521 provided to her by the photo-finisher and corresponding to a web page at which her most recent images are hosted. In response, the browser window 501 accesses the specified address and displays its contents, namely, a greeting message 522, twelve images 508-519 recently uploaded by Jane, a link 523 to an archive that includes all of Jane's uploaded images, photo albums 524-526 representing collections of related images as grouped by Jane, and a picture delivery bar 500. Application, page 20, lines 5-15.

The picture delivery bar 500 includes one or more iconographic distribution aliases 502-507, each of which represents a distribution group of one or more recipients. The recipients specified in a distribution group may or may not have overlapping members in common with other distribution groups. For example, a member of the user's Friends distribution alias 504 may include one or more recipients who also are members of that user's Basketball Team distribution alias 506 or Co-workers distribution alias 505. In general, no limitations exist on the number or identities of members in a particular distribution alias. Application, page 20, lines 16-23.

As shown above, ease of use is provided to the user who orders a plurality of cards for different recipients. The cards may or may not be customized (for example, customized border or customized cropping, among others). This capability is useful during the winter holiday season, for example, to allow users to order 50 to 100 Christmas cards online for their family members and friends, who may be residing at different locations. Running through an order process one at a time for each of the 50-100 Christmas cards is time consuming. This inconvenience in prior art ordering systems would deter many users from using the customized features for online card ordering.

ISSUES

I.   Whether claims 1, 3, 5-12, 14, 16 and 21 are anticipated by Shiota et al. (USPN 6,324,521) under 35 U.S.C. § 102(e).

II.   Whether claim 13 is unpatentable under 35 U.S.C. § 103(a) over Shiota et al.

III.   Whether claims 2, 4, 15 and 17-20 are unpatentable under Section 103(a) over Shiota and Tackbary (USPN 6,092,054).

GROUPING OF THE CLAIMS

For each ground of rejection that appellant contest herein, which applies to more than one claim, such additional claims, to the extent separately identified and argued below, do not stand or fall together.

ARGUMENT

I.   Whether claims 1, 3, 5-12, 14, 16 and 21 are anticipated by Shiota et al. (USPN 6,324,521) under 35 U.S.C. § 102(e).

According to MPEP 2131, to anticipate a claim, the reference must teach every element of the claim. In particular, "a claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference." *Verdegall Bros. v. Union Oil Co. of California*, 814 F.2d 628, 631 2 USPQ2d 1051, 1053 (Fed. Cir. 1987). Here, the Shiota reference fails to teach each and every element set forth in the independent claims of the instant application.

For example, among other differences, Shiota does not show the specifics of a **single order that specifies multiple recipients.** The Final Office Action noted that Shiota teaches a computer implemented method of distributing cards to a plurality of recipients. Specifically, pages 7-8 of the Office Action asserted that

> Col. 11, line 38 – Col. 12, line 24 discloses that there are a plurality of recipients (customer and his/her friend). Also see Fig. 1 (6-PC correspond to a plurality of recipients).

For each of the plurality of recipients specified in the received card order, printing at least one card having at least one uploaded image from the recipient's image set and distributing the printed cards having the recipient's uploaded images to their respective associated recipients (col. 11, lines 38-col. 12, line 24. Customer and his friend are the plurality of recipients and prints (which could be photograph/postcards/picture postcards as disclosed in col. 3, liens 31-35 and col. 4, lines 28-32) with uploaded images are distributed to customer and to the customer's friend).

The Advisory Action similarly asserted that "[t]he inventions specified in claims 1 and 21 do not teach that it is a single order for all recipients. Further, Shiota teaches receiving order for multiple recipients as analyzed in Final Office Action (see at least Shiota col. 10, line 33-col.12, line 24)."

Regarding claims 11-12, the Advisory Action noted that "Shiota teaches that order is palced [sic, placed] by using a single transaction and terminating the transaction by a button (see at least col. 8, lines 17-30). Shiota's teaching of confirming the order through a predetermined input by clicking a thumbnail image of his/her picture corresponds to palcing [sic, placing] the order through a single transaction and terminating it by clicking the order button."

Appellants respectfully traverse the rejection. First, the claim recites receiving a card order specifying a plurality of recipients. This language is unambiguous that a card order must specify two or more recipients. Second, although Shiota's Fig. 1 shows a plurality of PCs, there is no showing that each PC can issue a single card order that specifies a plurality of recipients. Fig. 2 of Shiota shows that each order relates to one recipient with one recipient address. Thus, in Shiota, a user places multiple orders, each time the user can specify a different single recipient. Fig. 3 of Shiota shows the resulting order file with two recipients when the user places the order twice.

Shiota discusses an example showing that multiple prints may be ordered. However, the discussion below is silent on whether the customer can order for all recipients at once or one recipient at a time:

After the customer returns, he/she accesses the center server 12 from the personal computer 6 at home and orders extra prints of these pictures (105). At this time, for example, among the pictures whose first prints were ordered from the minilab 3a, an extra print of a picture a is ordered for the customer while a

picture b is for the friend, and among the pictures whose first prints were ordered from the minilab 3b, an extra print of a picture c is ordered for the customer.

As for the pictures for the customer, the minilab 3a is specified as the laboratory at which the prints are received. As for the picture for the friend, mailing may be specified as the method to receive the print. However, in the case of air mail, it takes more than one day for the print to reach the friend. On the other hand, if an order is carried out with the friend being specified as the recipient and the laboratory 3b as the laboratory at which the print is received, the print can reach the friend on the day of the order at the earliest.

Because Shiota's Fig. 2 shows one recipient designation at a time, the only logical conclusion one can reach is that at one sitting, the user must individually enter a separate order for each recipient. Fig. 2 thus requires the user to enter separate orders for each recipient, which is not practicable during card giving seasons such as Christmas where an orderer may want to send hundreds of cards to hundreds of recipients.

Turning now to the instant invention, in one embodiment, the user can specify in a single order a plurality of recipients rather than specifying multiple orders multiple times each specifying one recipient at a time. As discussed on pages 11-12 of the instant specification, the invention is advantageous over Shiota with one or more of the following advantages:

The systems and techniques described here provide intuitive and convenient mechanisms that allow a user to order prints of images and have the prints distributed to multiple recipients at different locations with a minimum of time, trouble and expense on the part of the ordering user. For example, in a single ordering sequence, a user can specify a set of one or more prints and have them distributed to multiple different recipients. As a result, the user need not reenter redundant information – for example, identifying the images to be printed, supplying payment information, and the like – as otherwise would be required if the print order was limited to a single shipping destination. Moreover, by allowing a user to specify multiple recipients within a single print order, the user is not subjected to a minimum dollar amount for each of several different orders. Rather, because multiple recipients are allowed, the user is better able to satisfy the minimum dollar amount without being forced to order more prints than otherwise would be desired.

In addition, because an order can designate multiple recipients, the user need not incur multiple charges on a credit card or other financial instrument when ordering prints for multiple recipients. Furthermore, by allowing the user to specify different print parameters (e.g., size, number of copies, finish) for each of the individual recipients, flexibility and convenience in the print ordering process are enhanced.

Moreover, users can distribute copies of prints to multiple recipients without having to incur the effort and expense involved in receiving print copies from a photofinisher, sorting the prints into sets according to destinations, putting the prints in protective envelopes, and then re-mailing the sets of prints to their respective recipients. As a result, sets of prints can be distributed to multiple destinations more quickly and with less expense and effort.

In addition, by employing a non-linear workflow model certain benefits and efficiencies are realized. More particularly, by taking a single multiple-recipient order, breaking it down into sub-orders corresponding to a single recipient, selectively instantiating and re-organizing multiple instances of designated images to build each sub-order, and then printing each sub-order as a separate run of prints for the associated recipient, a single print order (transaction sequence) can be used to order prints to be generated and distributed to multiple recipients. Moreover, such a non-linear workflow tends to increase the efficiency and/or speed of the print generation and distribution tasks dramatically.

Further, according to MPEP 2131, "the elements must be arranged as required by the claim". *In re Bond*, 910 F.2d 831, 15 USPQ2d 1566 (Fed. Cir. 1990). In this case, Shiota does not show the user-uploaded aspect. This is another reason for traversing the Section 102 Rejection.

In Shiota, the user brings a roll of film to a processing lab for scanning. The lab has a laboratory server installed in a laboratory having a picture printer, and a center server installed in a service center which receives a printing service order via the network. However, Shiota does not show that a user directly upload images. Hence, Shiota does not have the user-uploaded aspect as claimed. To compare, Claim 1 recites:

receiving a card order specifying a plurality of recipients and, for each specified recipient, a set of one or more user-uploaded images associated with that recipient;

for each of the plurality of recipients specified in the received card order, printing at least one card having at least one user-uploaded image from the recipient's image set; and

distributing the printed cards having the recipients' uploaded images to their respective associated recipients.

Hence, the user-uploaded element is missing in Shiota, and this is another basis for traversing the Section 102 Rejections.

Since at least two elements are missing in Shiota, Shiota cannot anticipate the independent claims or those dependent therefrom. Hence, Shiota cannot anticipate dependent claim 3. Additionally, claim 4 cannot be anticipated since Shiota does not show the specifics of print parameters that include one or more of print size, number of copies, print finish, and/or a textual message for the printed cards. With regard to claims 5-6, Shiota shows that a print service uploads images scanned from film. However, there is no teaching in Shiota that a user directly uploads the images. Claims 7-8 are allowable in that they depend from allowable claim 1. With respect to claim 9, Shiota does not show the web front-end for a user to upload images and thus claim 9 is allowable over Shiota. With regards to claims 11-12, Shiota is silent on whether the card order comprises a single transaction sequence. Shiota also does not show a single transaction sequence terminated by a click of a "card order" button (see discussion of single order with multiple recipients above).

With respect to claim 14, Shiota at least does not show a front-end computer sub-system for receiving a card order specifying a plurality of recipients and, for each specified recipient, a set of one or more images associated with that recipient, such images being uploaded by a user to the front-end computer sub-system. Hence, Shiota cannot anticipate claim 14.

With respect to Claim16, Shiota does not show a computer-implemented method of ordering cards for a plurality of recipients by receiving at a host system a card order from a client system, the card order corresponding to a single transaction sequence and specifying a plurality of recipients and, associated with each specified recipient, a set of one or more images uploaded by a user.

With respect to Claim 21, Shiota does not show at least receiving a card order from an orderer, such order specifying a plurality of recipients where at least one of the specified recipients is different from the orderer and, for each specified recipient, a set of one or more user-uploaded images associated with that recipient.

In sum, since one or more elements are missing from the claims, Shiota cannot anticipate claims 1, 3, 5-12, 14, 16 and 21. Withdrawal of the Section102 rejection is respectfully requested.

II.   Whether claim 13 is unpatentable under Section 103(a) over Shiota et al.

Claim 13 was rejected as unpatentable over Shiota under Section 103(a).
Appellant notes that the present rejection does not establish *prima facie* obviousness
under 35 U.S.C. § 103 and M.P.E.P. §§ 2142-2143. The Examiner bears the initial
burden to establish and support *prima facie* obviousness. *In re Rinehart*, 189 U.S.P.Q.
143 (CCPA 1976). To establish *prima facie* obviousness, three basic criteria must be
met. M.P.E.P. § 2142. First, the Examiner must show some suggestion or motivation,
either in the Shiota et al. reference or in the knowledge generally available to one of
ordinary skill in the art, to modify the reference so as to produce the claimed invention.
M.P.E.P. § 2143.01; *In re Fine*, 5 U.S.P.Q.2d 1596 (Fed. Cir. 1988). Secondly, the
Examiner must establish that there is a reasonable expectation of success for the
modification. M.P.E.P. § 2142. Thirdly, the Examiner must establish that the prior art
references teach or suggest all the claim limitations. M.P.E.P. §2143.03; *In re Royka*,
180 U.S.P.Q. 580 (CCPA 1974). The teachings, suggestions, and reasonable
expectations of success must be found in the prior art, rather than in appellant's
disclosure. *In re Vaeck*, 20 U.S.P.Q.2d 1438 (CAFC 1991). Appellant respectfully
submits that a *prima facie* case of obviousness has not been met because the Examiner's
rejection fails on at least two of the above requirements.

First, Appellant notes that the Shiota et al. reference fails to teach or suggest <u>all</u>
the claim limitations of dependent claim 13, which depends from independent claim 1. In
particular, independent claim 1 recites, in part, receiving a card order specifying a
plurality of recipients and, for each specified recipient, a set of one or more user-
uploaded images associated with that recipient; and for each of the plurality of recipients
specified in the received card order, printing at least one card having at least one user-
uploaded image from the recipient's image set.

The "receiving a card order specifying a plurality of recipients and, for each
specified recipient, a set of one or more user-uploaded images associated with that
recipient;" and "for each of the plurality of recipients specified in the received card order,
printing at least one card having at least one user-uploaded image from the recipient's
image set" are not reasonably taught or suggested in the cited art reference, as discussed
above in the traversal of the Section 102 rejection. Additionally, Shiota does not show the

specifics of claim 13 when viewed with the language of the parent claim. Hence, claim 13 is patentable over Shiota et al.

Secondly, Appellant notes that no motivation or suggestion, either in the cited art reference or in the knowledge generally available to one of ordinary skill in the art, has been cited by the Examiner to modify the Shiota et al. reference so as to produce the claimed invention.

Here, Shiota simply shows a single order single recipient system using lab-uploaded images. The Shiota et al. reference fails to teach or suggest receiving a card order specifying a plurality of recipients and, for each specified recipient, a set of one or more user-uploaded images associated with that recipient. The Office Action failed to identify any motivation to modify the reference teaching so that for each of the plurality of recipients specified in the received card order, printing at least one card having at least one user-uploaded image from the recipient's image set as presently claimed.

Shiota does not show the claimed element of receiving <u>a card order specifying a plurality of recipients</u> and, for each specified recipient, a set of one or more <u>user-uploaded images</u> associated with that recipient; for each of the plurality of recipients specified in the received card order, printing at least one card having at least one uploaded image from the recipient's image set; and distributing the printed cards having the recipients' uploaded images to their respective associated recipients.

Appellant points out that the Examiner bears the initial burden of factually establishing and supporting any *prima facie* conclusion of obviousness. *In re Rinehart*, 189 U.S.P.Q. 143 (CCPA 1976); M.P.E.P. § 2142. If the Examiner does not produce a *prima facie* case, the Applicant is under <u>no</u> obligation to submit evidence of nonobviousness. *Id.* In the instant case, the Examiner has not pointed to <u>any</u> evidence in Shiota et al., or how knowledge of those skilled in the art, provide a suggestion or motivation to modify the reference teaching so as to produce the claimed invention of claim 13. See *In re Zurko*, 59 U.S.P.Q.2d 1693 (Fed. Cir. 2001) ([I]n a determination of patentability .... the Board cannot simply reach conclusions based on its understanding or experience - or on its assessment of what would be basic knowledge or common sense. Rather, the Board must point to some concrete evidence in the record in support of these findings).

Under *Vaeck*, absent any evidence of a cited suggestion or reasonable motivation in the Shiota et al. reference, or knowledge of those skilled in the art, for interpolating positional differences to produce successive digital data sets of tooth arrangements, *prima facie* obviousness of claim 13 has not been established. As such, it is respectfully requested that the § 103(a) rejection of dependent claim 13 be withdrawn and the claim be allowed.

III. <u>Whether claims 2, 4, 15 and 17-20 are unpatentable under Section 103(a) over Shiota and Tackbary (USPN 6,092,054).</u>

Claims 2, 4, 15 and 17-20 were rejected under Section 103(a) as unpatentable over Shiota and Tackbary (USPN 6,092,054). Tackbary relates to a card distribution center for selecting, ordering, and sending social expression cards using a personal computer. The user can enter names and addresses of card recipients into the system wherein the information is maintained in a database. The system displays digitized images of the cards on a display screen which are retrieved from a card database. From the cards displayed, the user can select cards for designated recipients and enter personalized messages and a digitized signature. The user may then send the order to a card distribution center, which processes the order, retrieves and prints the selected card images, including any user messages or user signature, and mails the cards to designated recipients or customers.

Tackbary relies on pre-designed cards that are digitized and stored in a database that the user can't upload as follows:

> It is also known that card buyers can design their own cards on personal computers. However, many individuals do not wish to spend time designing cards. Moreover, the card quality is limited by user constraints such as the quality of the user's printer, quality of the available graphics and papers, and the design ability and creativity of the user.
>
> Thus, social expression card buyers need a method of card purchasing which does not inconvenience them with its method of selecting and sending the cards. In addition, it would be advantageous to have a method that provides a wide selection of cards which also automatically maintains recipient and purchase information about the buyer's card purchases, card recipients and associated dates.

In the instant invention, the user-uploaded image (or picture) is the card design. Hence, Tackbary **teaches away from the invention** in that it requires the user to select from a database of predesigned cards rather than upload his or her own image. For this reason, Appellant notes that no motivation or suggestion, either in the cited art reference or in the knowledge generally available to one of ordinary skill in the art, has been cited by the Examiner to modify the Shiota et al. reference so as to produce the claimed invention.

Moreover, Appellant notes that neither Shiota et al. nor Tackbary teaches or suggests all the claim limitations of claims 2, 4, 15, and 17-20. In particular, independent claim 1 recites, in part, receiving a card order specifying a plurality of recipients and, for each specified recipient, a set of one or more user-uploaded images associated with that recipient; and for each of the plurality of recipients specified in the received card order, printing at least one card having at least one user-uploaded image from the recipient's image set.

The "receiving a card order specifying a plurality of recipients and, for each specified recipient, a set of one or more user-uploaded images associated with that recipient" and "for each of the plurality of recipients specified in the received card order, printing at least one card having at least one user-uploaded image from the recipient's image set" are not reasonably taught or suggested in the cited art reference, as discussed above in the traversal of the Section 102 rejection.

With respect to Claim 17, neither Shiota nor Tackbary shows a computer-implemented method of creating and distributing personalized social and business print communications to recipients specified by a user. Additionally, there is no showing that Shiota or Tackbary performs uploading image data from the user specifying an appearance of the print communications. Hence, Appellants respectfully submit that Claim 17 and those dependent therefrom are patentable over Shiota in view of Tackbary.

Moreover, Appellant notes that no motivation or suggestion, either in the cited art reference or in the knowledge generally available to one of ordinary sill in the art, has been cited by the Examiner to modify the Shiota et al. reference so as to produce the claimed invention. Further, Appellants fail to identify any motivation to modify the reference teaching so that for each of the plurality of recipients specified in the received

card order, printing at least one card having at least one user-uploaded image from the recipient's image set as presently claimed.

Under *Vaeck*, absent any evidence of a cited suggestion or reasonable motivation in the Shiota et al. reference, or knowledge of those skilled in the art, for interpolating positional differences to produce successive digital data sets of tooth arrangements, *prima facie* obviousness of the dependent claims has not been established. As such, it is respectfully requested that the § 103(a) rejection of dependent claims be withdrawn and the claim be allowed.

Hence, Shiota and Tackbary, singly or in combination, cannot render claims 2, 4, 13, 15 and 17-20 obvious. Withdrawal of the Section 103 rejection is respectfully requested.
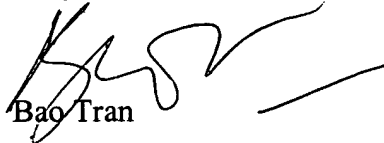
Conclusion

Appellant believes that the above discussion is fully responsive to all grounds of rejection set for the in the Final Office Action.

Authorization to charge Deposit Account 501861 is granted.

If for any reason the Examiner believes that a telephone conference would in any way expedite prosecution of the subject application, the Examiner is invited to telephone the undersigned.

Respectfully submitted,

Bao Tran
Reg. 37,955

APPENDIX A

1.   A computer-implemented method of distributing cards to a plurality of recipients, the method comprising:

receiving a card order specifying a plurality of recipients and, for each specified recipient, a set of one or more user-uploaded images associated with that recipient;

for each of the plurality of recipients specified in the received card order, printing at least one card having at least one user-uploaded image from the recipient's image set; and

distributing the printed cards having the recipients' user-uploaded images to their respective associated recipients.

2. The method of claim 1, wherein the card is one or more of a greeting card, a post card, and a playing card.

3. The method of claim 1, wherein the images in a first recipient's image set differ from the images in a second recipient's image set.

4. The method of claim 1, wherein print parameters of a first recipient's cards differ from printing parameters of a second recipient's cards and wherein the print parameters include one or more of print size, number of copies, print finish, and/or a textual message for the printed cards.

5. The method of claim 1, wherein the images are uploaded by a user from a digital camera.

6. The method of claim 1, wherein the images are uploaded by a user to a printing service.

7. The method of claim 1, wherein receiving, printing and distributing is dispersed among two or more different entities.

8. The method of claim 1 wherein the steps of receiving, printing and distributing is performed by a single entity.

9. The method of claim 1, wherein receiving a card order is performed by an enterprise providing a web front-end.

10. The method of claim 1, further comprising, prior to printing, dividing the received card order into a plurality of sub-card orders, each sub-card order corresponding to a different recipient.

11. The method of claim 1, wherein the card order comprises a single transaction sequence,

12. The method of claim 11, wherein the single transaction sequence is terminated by a click of a "card order" button.

13. The method of claim 1, wherein the card order further comprises charging to one or more of a credit card, a debit card, electronic funds transfer, a gift certificate, or a coupon.

14. A card distribution system comprising:

a front-end computer sub-system for receiving a card order specifying a plurality of recipients and, for each specified recipient, a set of one or more images associated with that recipient, such images being uploaded by a user to the front-end computer sub-system;

a printing sub-system for printing at least one card having at least one uploaded image in each recipient's image set; and

a distribution sub-system for distributing the printed cards to their respective associated recipients.

15. The card distribution system of claim 14 wherein the cards are one or more of a greeting card, a post card, and a playing card.

16. A computer-implemented method of ordering cards for a plurality of recipients, the method comprising:

receiving at a host system a card order from a client system, the card order corresponding to a single transaction sequence and specifying a plurality of recipients and, associated with each specified recipient, a set of one or more images uploaded by a user.

17. A computer-implemented method of creating and distributing personalized social and business print communications to one or more recipients specified by a user, comprising:

uploading image data from the user specifying an appearance of the print communications;

obtaining message data from the user specifying message content to be included in the print communications;

obtaining address information from the user specifying names and addresses of the one or more recipients;

producing the print communications incorporating the uploaded image data and the message data; and

distributing the print communications to the one or more recipients in accordance with instructions provided by the user.

18. The method of claim 17, wherein the images are uploaded by a user from a digital camera.

19. The method of claim 17, wherein the images are uploaded by a user to a printing service.

20. The method of claim 1, wherein the images are uploaded by a user from a data storage device.

21. A computer-implemented method of distributing cards to a plurality of recipients, the method comprising:

receiving a card order from an orderer, such order specifying a plurality of recipients where at least one of the specified recipients is different from the orderer and, for each specified recipient, a set of one or more user-uploaded images associated with that recipient;

for each of the plurality of recipients specified in the received card order, printing at least one card having at least one user-uploaded image from the recipient's image set; and

distributing the printed cards having the recipients' user-uploaded images to their respective associated recipients.